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DeLue's Judith New Wonder Strawberry



STRAWBERRY SEEDLING BED ON THE DeLUE EXPERIMENTAL FARM

ORIGINATED AND DEVELOPED AT
THE DELUE EXPERIMENTAL FARM
NEEDHAM, MASS.

DeLUE'S JUDITH

HISTORY

About eighteen years ago I took up the study of strawberry growing, and starting with the most popular varieties, I soon discovered why the city dweller never has the opportunity of eating really fine strawberries.

The great bulk of the strawberry industry is carried on by the commercial grower, and so the market for plant production has been dominated by him. He demands first of all that a berry be sufficiently firm for shipping so as to arrive at the market in good condition.

Practically all the berries of high quality until recently have been soft, and consequently poor shippers. As a result, berries of high quality are kept out of the market.

It was with this idea in mind of combining the good points of those varieties popular with the commercial grower and the home grower that I took up the work of developing a variety which would satisfy the most exacting palate and which would answer all the requirements of one who finds it necessary to ship long distances to the city.

Starting with some thirty odd varieties, I have originated seven thousand, and by careful selection during all these years, have discarded all but about fifty varieties which are very promising, and out of this number the only two that I have exhibited have been awarded silver medals by the Massachusetts Horticultural Society. These I have named "DeLue's Judith" and "DeLue's Venia."

AWARDS

DeLue's Judith was awarded a silver medal in 1915, and since then three first prizes by the same society. The past season it was the first native berry to arrive in the Boston market, and brought in the open market one dollar per quart wholesale, while the best of the New York and New Jersey berries were selling for thirty-five and forty cents retail. This is the highest price ever obtained for a berry at wholesale in the Boston market.

DESCRIPTION

The Judith is a bi-sexual or perfect flowering plant. It is the earliest, as well as one of the latest, and one of the five most productive out of the seven thousand varieties.

It is very large, and carries its size throughout the whole season, making it especially valuable for the home garden. The color is deep red all through; the seeds are small and bright yellow; the shape is that of a truncated cone. The flavor is unsurpassed. It is sweet and juicy, and the berry is so firm as to allow its being dropped from a height of four feet from the hand to the floor, without injury.

PRICE LIST

DeLue's Judith. A New Early Seedling Strawberry. *No other varieties of strawberries for sale this year.* Per doz., \$3.00; per 100, \$20.00.

DeLue's Golden Giant. A New Early Hybrid Sweet Corn.
½ oz., 35 cents; 1 oz., 50 cents; pint, \$5.00; quart, \$10.00.

Customers are warned that an attempt is being made to deceive the public by putting on the market a yellow corn under the name of "——— Giant Golden," which is not at all the same as **DeLue's Golden Giant**, and which is an infringement of my rights, and steps have been taken to put a stop to it.

If there is one good feature which customers have emphasized more than another in their testimonials the past two seasons, it is the **Excellence of the Quality of DeLue's Golden Giant**. The reason why it is becoming the most popular corn for canning, as well as for table, is not only because of this unequalled quality, but because of its very large yield.

In selecting from the field, either for table or for canning purposes, it should be picked when in the lemon-yellow stage and should not be cooked over six minutes after water starts to boil. It should also be understood that the highest germinating power of seed corn is only obtainable when the soil is free from acid, so that while the corn plant needs large quantities of phosphoric acid, it also needs some ammonia, and I know of no better combination than bone meal and cow manure—the latter also furnishing an abundance of potash in addition to the ammonia.

Growers should also learn that corn will not stand shade nor having its moisture and nourishment taken from it by the roots of trees or shrubbery.

EXPERIMENTAL FARM
NEEDHAM, MASS.

FREDERICK S. DELUE, M.D.
ORIGINATOR



HOW TO KNOW AND HOW TO GROW A PERFECT SWEET CORN

To know whether you have a perfect corn, look for the following characteristics, which may be placed under two heads in the order of their importance.

GRAIN CHARACTERISTICS

1. **Quality.** The first thing to look for in sweet corn is *sweetness*. Next in importance is that *rich, creamy flavor* peculiar to the golden corn. The kernels must be long and *tender* for a good mouthful. The outer sheath of the kernel should be thin, that the corn may retain its tenderness until nearly ready for seed. The proportion of nourishing protein should be high, the amount of which may be roughly judged by the bright, glistening appearance of the outer portion of the kernel.

2. **Large ears, and a large number of ears.**—Necessary for heavy production.

3. **Earliness.** A quick growing variety means first on table and first in market, thereby insuring larger profits for the first planting, and security against killing early fall frosts for the late plantings.

4. **Hardiness.** Very important for early planting at the North. The grain should be plump and dense to resist rotting in the cold ground.

5. **Shape and size of grains.** They should be long and thick so as to give the smallest proportion of fibrous sheath to the largest proportion of nutriment contents.

6. **Shape of ear.** Perfectly circular, and the diameter of the butt and tip nearly the same, ensuring the same number of rows and the same size of kernels, making planting by machine more accurate.

7. **Largest number of rows,** consistent with the length and thickness of kernels, so as to fill the circumference of the ear as fully as possible.

8. **The smallest diameter of cob** capable of carrying the largest proportion of grain.

PLANT CHARACTERISTICS

1. **Smallest and stoutest stalk**, capable of carrying a large number of large ears. A small stalk matures more quickly, and leaves more moisture and nourishment for the production of grain.

2. **An abundance of large foliage.** It is through the action of the sun upon the leaves that the plant grows.

3. **Ears formed low down on stalk.** Stalks are less subject to damage by wind and rain storm.

4. **Husks should be thick and long**, so as completely to cover the ends of the ears for protection against birds, worms, and smut.

5. **Color.** A distinguishing color makes substitution more difficult or impossible.

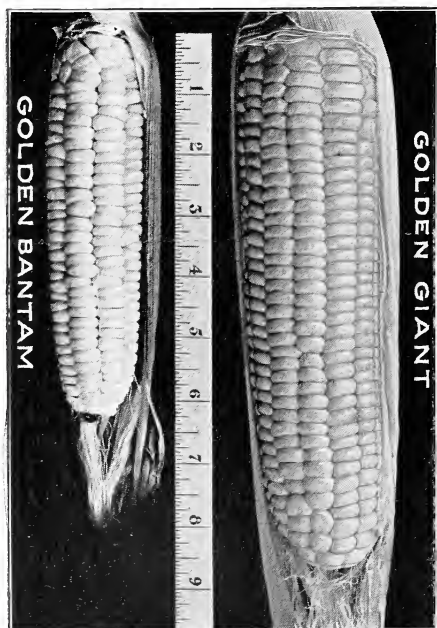
The originator of "DeLue's Golden Giant," after growing all of the known varieties of sweet corn, soon discovered how futile was the attempt to make anything like a perfect corn or one answering all of the requirements of the home or market gardener by selection alone.

Some varieties had one thing to recommend them, and some another, but all were lacking in many of the essential qualities. It then became a problem of choosing those varieties possessing the largest number of these essential properties, and after hybridizing, to subject the product to a number of years of selection, until we had united in one variety as many of these properties as possible.

The originator's choice happened to be a very fortunate one, for he selected for the male parent an early golden variety for its rich, creamy quality, its small diameter of cob, and its plant characteristics, and for the female parent a large early white for its sugary quality, its size, its earliness, and its plant characteristics.

After twelve years selection from this product, we have now what is known all over the United States as "DeLue's Golden Giant," which combines practically all of the above characteristics, and is destined to become, we believe, the "All Seasons'" corn, for it excels all the other early varieties of corn in size, productiveness, and quality, and all the late varieties in quality and early maturity while equaling them in size.

Because of its hardiness it may be planted just as soon as there is heat enough in the ground to sprout any corn, and because of its rapid development it may be planted as late as June 25 in southern New Hampshire, and first part of July in Massachusetts. The stalks grow four to six feet tall and very stout near the ground. They produce two or three ears each, and sometimes as many as five. Each ear is eight to nine inches long, with cob of very small diameter, carrying twelve to eighteen rows of long thick kernels of deep orange color, which completely fill out the entire surface of the ear. It produces an abundance of foliage for such a short stalk, and the color ranges from a brilliant



dark green to a deep purple, in stalk, leaf, and husk. The husk, which may be entirely green or entirely purple, or an admixture of the two, is very heavy and completely covers the long ears, affording it abundant protection.

CULTURAL DIRECTIONS

The ground should be manured and plowed as early in the spring as possible. Spread fertilizer (high in phosphates) broadcast, and harrow into the soil. Mark lines three feet apart, running preferably north and south, and make shallow furrows, scattering small amount of fertilizer along the furrow to give the plants a quick start.

When both the soil and the weather become warm, plant one seed every nine or ten inches apart in the bottom of the furrow, covering lightly with one to two inches of soil.

If planting only a small quantity, do not plant all in one row, but plant in several short rows, so that the proper fertilization may take place, thereby giving properly developed kernels.

If the seed were planted all in one row, and a long wet season were to ensue at a time when the pollen was ready to act, nothing but poor irregular ears would result from even the finest selected seed.

After the plants have started, turn back a little soil around them at each cultivation, thereby covering up whatever weeds have started in the furrow, until the surface of the ground is perfectly level, which should be by the time the plants are about a foot tall.

Stalk Showing Five Ears



Showing Two Perfect Ears

Avoid deep cultivation near the stalks, and stop all cultivation just as soon as the fine feeding roots are seen near the surface, upon cultivating the space between the rows.

When the tiny kernels begin to develop on the cob, they are at first white and watery, though the silk may have dried at the ends. They gradually become cream colored, and pass through the various shades of yellow as they become plump and ready to eat, which can only be told by the novice, by stripping part of the husk from the ear.

"DeLue's Golden Giant" is the one corn for the home or market gardener who desires the greatest amount of the highest quality corn in the shortest period of time, from the smallest piece of land.

Everybody has a right to expect from the name "Sweet Corn" that corn should be sweet, but most people soon come to believe from personal experience that the sugar is in the name only.

The sugar beet was thought to be sweet when it contained only six per cent of sugar, and it now has been developed up to eighteen per cent of sugar so as to help furnish the world's supply of sugar, until an acre of sugar beets produces more sugar than an acre of Louisiana sugar cane.

What the Europeans have done for the sugar beet, I have endeavored to do for sweet corn, and how well I have succeeded may be judged by a trial this year of "DeLue's Golden Giant."

This corn was awarded a silver medal for novelty and excellence by the Massachusetts Horticultural Society. The Society is the oldest important one of its kind in the United States. Its silver medal is only awarded for a new vegetable or fruit of surpassing excellence. This medal has never before been awarded for sweet corn.

Illustrated booklet "How to Know and How to Grow a Perfect Sweet Corn" sent with order.

Price 35 c per $\frac{1}{2}$ oz. 50c per oz. (about 120-130 seeds)

Sold **only** by the **originator**.

FREDERICK S. DELUE, M. D.

Experimental Farm

Needham, Mass.



"DeLUE'S JUDITH"

A New Early Seeding Strawberry

About fifteen years ago, or three years prior to starting the "DeLue's Golden Giant Sweet Corn," I took up the study of strawberry growing, and starting with the most popular varieties, soon learned why the city dweller never has the privilege of eating really fine strawberries.

As the great bulk of the strawberry industry is carried on by the commercial grower, so has the plant market been dominated by him, for he demands first of all that a berry be sufficiently firm to arrive at market looking well, and as practically all of the early berries of high quality are soft berries, and consequently poor shippers, so has quality come to be neglected. Thus the public never experiences the pleasure of eating a real luscious strawberry.

It was with this idea in mind of combining the good points of those varieties popular with the commercial grower and the home grower that I took up the work of developing a variety which would satisfy the most exacting palate, and which would answer all the requirements of one who finds it necessary to ship long distances to the city.

Starting with thirty odd varieties, I have originated seven thousand, and by careful selection during the last ten years have cut the number down to one hundred fifty, which are very promising, and out of this number the only two that I have exhibited have been awarded silver medals by the Massachusetts Horticultural Society. These I have named "Judith" and "Venia." The "Judith" was awarded a silver medal in 1915, and in 1917 was awarded *three First Prizes* by the same Society. It is the *earliest* and one of the five most productive varieties of the seven thousand. It is also one of the latest, having a very long fruiting season, making it valuable for the home garden. The berries are very large, and they carry their size through the whole season. Their color is deep red all through, with a glossy surface, and small yellow seeds. The flavor is exceedingly fine, and is very sweet and juicy, and though the berry is so firm as to allow being dropped from the hand to the ground, a distance of about four feet, without bruising, yet is not coarse in flesh, but is very smooth in texture and without core.

The first shipment of Judith sold the summer of 1917 for sixty cents per quart, wholesale, in open market at Boston, which shows that there is a demand for berries of superb quality. There are no plants for sale this year, but I shall have an abundance of them ready for distribution season of 1919, so get your land ready for the plants, and your mouths ready for the berries.



The flesh is fine grained and without core; the stems are stout enough to bear up well the large clusters of berries; the foliage, of a medium light green, is strong and healthy and remains so after fruiting. It is tall enough to cover the blossoms, thereby protecting them from frost. The runners are strong and root easily, forming abundantly enough to fill the row completely.

After subjection to continuous tests in this manner for a period of thirteen years, one supreme berry out of seven thousand varieties has been found that will satisfy the family gardener as well as the commercial grower, and will please the most exacting palate.

The Judith has come to take the place of the once popular Marshal strawberry, because it is equally as large, ripens two weeks earlier, retains its large size better through the whole season, which is much longer; it is much more productive, and will thrive on very much lighter soil.

CULTURE

Use old land which has not been in sod for at least two years, otherwise the plants will be destroyed by the white grubs which eat the roots.

Apply well rotted cow manure to the land and plow under as early in the spring as possible. Spread broadcast a good covering of bonemeal or superphosphate, and harrow thoroughly into the soil.

Mark out lines three and one-half to four feet apart, and after trimming the ends of the roots of the plants, set out plants one to three feet apart in the lines. The heavier the soil, and the earlier plants are set out, the farther apart they may be planted.

Planting may best be done by plunging a spade into the soil to the required depth and pushing so as to make a wedge-shaped opening. A plant is then taken from moist bag or basket; the roots are spread out fan-shaped and placed flat against the moist earth to such a depth that when the spade is withdrawn and earth pressed back against the exposed surface of the roots, the crown, or part of the plant from which the leaves are sent out, just projects above the surface.

A WORD OF CAUTION

Blossoms should be picked off as soon as formed so that the plants will not be exhausted the first season by fruit bearing. A few plants may be allowed to bear fruit for purpose of testing.

When cultivating, great caution should be exercised not to cover over the crowns with earth, and after the first or second cultivation, it will be well to go over the entire patch to see that the earth is firmed around the crowns.

CULTIVATION

A fine mulch of earth should be preserved around the plants by frequent cultivation, and particular care should be taken to see that weeds do not start around the crowns. Should they once start, hand weeding will be necessary and this is apt to loosen the roots and check the growth. When runners begin to form, they should be so placed about the mother plants that when they strike root, they will not stand nearer than six to seven inches to any other plant.

When the ground is fully covered except for an aisle of one foot width between the rows, all new runners should be clipped off so as to allow the strength to go to those already rooted. Cultivation should be continued as late in the fall as possible.

WINTER PROTECTION

Just as soon as the ground begins to crust over, a layer of some loose stuff, such as straw or corn stalks, should be applied, just sufficient to cover the leaves from sight. This covering should be removed in the spring before the crowns begin to turn yellow from bleaching.

SALE OF PLANTS

This New Wonder Strawberry, "DeLue's Judith," which has attained the same high standard as DeLue's Golden Giant Sweet Corn, will be ready for distribution in the spring of 1920. These plants are obtainable only from the originator.

PRICES:

One dozen plants \$2.50 Fifty plants \$9.00 Hundred plants \$15.00

Orders over 1 doz., if wanted by parcel post, should be accompanied by postage.

THE DeLUE EXPERIMENTAL FARM

NEEDHAM, MASS.